

**YALSA Board of Directors  
ALA Midwinter Meeting, Denver  
February 9-12, 2018**

**Topic:** Furthering Member Recognition

**Background:** Building on the work done by the Member Recognition Taskforce that was presented in Document 26 at Annual 2017, this document outlines potential options for increasing awareness of Member Recognition opportunities within YALSA. This document was submitted by: Crystle Martin, Franklin Escobedo, Kate Denier

**Action Required:** Action

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**Proposal**

We propose seven potential options to that encourages better communication and strategies for gathering information about our members.

1. Get the word out more effectively, as many school library and non-MLIS members did not understand that they could apply for the awards based on the survey that the taskforce undertook (staff).
  - a. Continue to encourage members to apply through YALSA communication channels.
  - b. Make it explicit through promotion, on materials, on the website, and by creating a member awards FAQ that members do not have to be full time, in a degreeed position, in a public library, etc. to apply.
  - c. Encourage all members, especially those in the 5 – 10-year membership range, through promotion that they are welcome to nominate themselves or others.
2. Better leverage the blog to share out the word of who wins (YALSAblog manager):
  - a. Along with a press release, the YALSAblog Manager or YALS/YALSAblog Editorial Advisory Board should create a set of interview questions for award winners to answer to be used in blog posts. At the end of each blog post should be information about applying for the specific grant/ recognition opportunity.
3. Reach members who are doing interesting things and encourage them to apply (staff, board)
  - a. Using the listservs and the new ALA Connect, reach members who are sharing their work through YALSA outlets like the blogs, HQ, webinars, conference presentations, journals, etc.
4. Rework awards applications, promotion, and information about awards to (staff):
  - a. emphasize why people should apply, who can apply
  - b. include an option for nomination by someone else for all awards

5. Continue with member spotlights (staff) in the newsletter and encourage chairs (board liaisons) to nominate committee members for the spotlight.
6. Award winners should be asked by staff if they would like a letter sent to their supervisor notifying them of their accomplishment, this was the top selection for members who took the survey and the third highest selection by Award Winners. It is an easy and cost-effective way to recognize members to their communities outside of YALSA.
7. YALSA staff should continue to give out certificates, in lieu of other physical awards, as recommended by the taskforce, because they were highly preferred by members and are also cost effective for the organization.

Whether the current set of awards stays the same or is modified the above suggestions will be useful in making members more aware of the recognition opportunities available to them.

**Fiscal Impacts:**

Member and staff time will be impacted depending on what options are implemented.

**Evaluation:**

- Conduct a follow-up survey in 2019 to determine whether changes led to increased awareness among members.
- In 2019 analyze longitudinal statistics on the number of applicants for each award.

**Proposed Board Action:**

The YALSA Board adopts the recommendations in this document and directs the Executive Director to work with staff on the staff-focused tasks, and also directs the President to work with the Board and YALSAblog Manager on board and member-focused tasks.

**Additional Resources:**

YALSA June 2017 Board Document #26 :

[http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/MemberRecognitionTF\\_AN17.pdf](http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/MemberRecognitionTF_AN17.pdf)

YALSA June 2017 Board Document #27:

[http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/MemberAwardsEval\\_AN17.pdf](http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/MemberAwardsEval_AN17.pdf)